

CONTACTS  **MARCH**
1 9 5 1

BIGGER AND BETTER!

Get Your Entries Ready Now For

The Eaton Employees' Hobby Show of 1951

June 16th to 23rd — During Store Hours

HERE ARE THE CLASSES AND PRIZES

Class

- 1 Photography**
- 2 Art Section**
 - (a) Painting, Pastels
 - (b) Figurine Painting
 - (c) Sculpture, Carving
- 3 Collections**
- 4 Practical Handicraft**
 - (a) Furniture, Toys
 - (b) Fine Arts, Shell Craft, Jewellery, China, Inlaid Work
 - (c) Models—Planes, Boats

Class

- 5 Art Needlecraft**
 - (a) Cut Work, Embroidery
 - (b) Needle Point, Petit Point
 - (c) Knitting
 - (d) Crocheting
 - (e) Miscellaneous—Leather Work, Punch Work, Weaving, etc.
- 6 Miscellaneous**

**Best Entry by a Retired
Eatonian \$25.00**

For Each Sub-Section of Every Class:

1st Prize \$10.00, 2nd Prize \$7.50, 3rd Prize \$5.00

Grand Prize \$50.00

A panel of judges will be appointed to decide on the most popular exhibit in the show.

For further information call Mr. W. Boston, Fancy Goods Department.

Watch for Final Announcement as to Location

HOBBY SHOW COMMITTEE



CONTACTS

MARCH, 1951



There's Happiness In Your Hands!

**Another Eaton Employees' Hobby Show Gets Under Way—
New Classes Added—\$400.00 in Prizes**

*"Young man, get a hobby; preferably get two, one for indoors and one for out;
get a pair of hobby-horses that can safely be ridden in opposite directions."*

("Amenities of Book Collecting"—Newton.)

Last year our Employees' Hobby Show (another highly popular project sponsored by the Assistants' Association) was rolling right along with entries pouring in, when out of the night came Manitoba's now historic flood. No, the Hobby Show wasn't cancelled, folks . . . interest was too keen for that . . . it was merely postponed.

This year your committee plans to carry on where it left off. Date of the 1951 show has been set for the week of June 16 to 23—and there will be substantial prizes. Retired Eatonians are again eligible to enter and welcome! We have all the entry forms from last year, so if you sent one in, you have likely received a notice from the committee ere this.

If you did not enter in the 1950 show, here is an opportunity to exhibit your hobby and possibly win a prize. Entry forms will be issued through your department.



Something New Has Been Added

A glance over the prize list on Contacts' cover (facing you) will show that two new classes have been added: ● **Shellcraft and Figurine Painting**

Other New Features are:

- **A Special Award of \$25.00 for the Best Entry by a Retired Eatonian**
- **Grand Award will be \$50.00**
- **\$400.00 in Prizes**

So, hobbyists, get cracking on your masterpiece NOW, and good luck to you!

NOTE—Entry forms will be distributed to all departments and mailed to retired Eatonians.

Have You This Double Protection?

"Ill health of body, or of mind, is defeat . . . Health alone is victory.

Let all men, if they can manage it, contrive to be healthy."—Sir Walter Scott.

Eatonians as a whole are a remarkably healthy, happy people, and they also believe in protecting themselves against the cost of illness. During the month of February applications were accepted by the Welfare Office for Manitoba Hospital Service Association and Manitoba Medical Service.

Many Eatonians took advantage of the group opening to subscribe to both services as usual, the benefits on which have been improved since the last group opening. The Welfare Office reports that many who had been carrying the lower cost contracts changed over to the better type of service.

The Wages Office is instituting a system whereby hospital and medical fees will be deducted on a weekly basis.

It is always a pleasure to publish the "thank you" notes and appreciative comments of our customers. The Eatonians concerned here have shown that they are working for the good of the Store, and realize that the success of one is the success of all.



Left to right—D. Belanger, Mrs. L. Richardson, Mrs. M. Hougard and V. Vollrath.

Commended For Courtesy

A Banning Street customer called at the Superintendent's Office and commended the following people for their courtesy and helpfulness to her while shopping in the Store: Mrs. M. Hougard, Staples Department; Mr. V. Vollrath, Plumbing Department; Mrs. L. Richardson, Hardware Department, and Mr. D. Belanger of the Men's Furnishings.

Parking Lot Attendants

Claude Miller, 70-year-old retired farmer from Saskatchewan, voices his appreciation for the cheerfulness of the two attendants, Russ Fogg and Bill Law, in the Customers' Parking Lot, and the excellent service he has received from them during the past year.

Drivers Again!

A Kingston Row customer, writing about driver Herb Brydges, says: "He is so polite, considerate, efficient, and I have never observed him when he hadn't a ready smile. He is careful, yet swift and always ready to oblige. You certainly know how to pick men on your delivery service. This man is TOPS, and many neighbours have remarked about him."

Another customer writes concerning the driver on Beaverbrook Street, Dave Jones, who came to her assistance when her sister-in-law fell and cut her head. Dave found a nurse in the neighbourhood and helped carry the injured woman upstairs before he left to finish his round.

A customer on Waterloo Street writes about Cyril Horsfall: "I wish to acknowledge with much appreciation the services of your driver for this district during another year. He is unfailingly pleasant and courteous, representing the fine traditions of your Company in his praiseworthy service."

Various departments as a whole have been warmly thanked for services they have performed.

Toys

The Toy Department sent a box of toys and books from Santa through the Shopping Service to an Indian Brownie pack at St. Paul's Church in an Alberta town. These were much appreciated by the children, says the superintendent of the mission in a letter. One bright little girl on being told that Santa sent the toys and Rudolph the red-nosed reindeer delivered them, replied in an audible whisper: "I think you are one big fibber!"

Photo Workroom

The Photographic Workroom enlarged and coloured a picture for a customer from Abbotsford, B.C. She writes in part: "It is not only beautiful but very true to life. Please tell the people in your department how much appreciated the work is, and thank you for such good service, too. If everything that goes out of your workshop brings the delight this has brought to us, you must get a great deal of satisfaction in working with the art that does immortalize."

Jewellery and China

From the principal of the Clifton School comes a complimentary letter to the Jewellery and China Departments regarding a purchase of spoons and dishes: "Many visitors commented on the attractive appearance of the table."

(Continued on Page Three)

Left to right—Drivers H. Brydges, C. Horsfall, D. Jones and F. Horne.

Parking Lot attendants R. Fogg and Bill Law.





HAVE YOU A SUGGESTION?

The Above Eatonians Have Recently Received Awards
For Suggestions They Submitted

Have you any ideas that will add to increased efficiency in the Store; that will improve the service or interest the customer? What about safety measures? Have you any suggestions that might improve them? If so, drop them in the suggestion boxes located in the Time Offices. Maybe you will be one of these lucky people and receive an award.

The Award Winners Pictured Above (left to right)

Cyril Taylor (53).....	\$ 5.00	Edna Charland (212).....	\$10.00
Doris Taylor (102)	5.00	W. K. Evans (130).....	10.00
R. Harvey (61).....	10.00	Jean Farr (15).....	5.00



Jean Farr

COMMENDED FOR COURTESY

(Continued from Page Two)

Mail Order

The Mail Order has also been complimented. Some Canadians from Neepawa were living in New Zealand and came home on a visit. They purchased a number of things to take back with them, and this is part of their letter of thanks: "We brought back one of your Marlborough Ranges to New Zealand with us last year and it certainly is a lovely cooker. In fact, everything we bought from you and brought back is greatly admired."

Shopping Service

The Shopping Service can also take a bow. The following extract is from a letter written to them:

"I can't help but add that my family and I feel that the people of Winnipeg and Eaton's are as friendly and hospitable as any in the world."

Thank You, Mr. Hargreaves!

From Mr. Gordon Hargreaves, Merchandise Office, Calgary, and formerly in charge of the Electrical Department, Winnipeg, comes the following congratulatory letter to driver *Frank Horne*: "In November Contacts, I see where you were the big winner in the Drivers' Bulb Sale. My congratulations. As I remember, this is not the first time, as you sold plenty of bulbs when I was with the Winnipeg Electrical Department."

RECENT APPOINTMENTS

Winnipeg

D.A. and Charge Accounts Office, City and M.O.
Budget Plan Offices, Contract Accounts Office:
MR. W. J. THOMSON, group manager.

D.A. and Charge Accounts Office:
MR. R. M. CLARKE, head of department.
MR. L. M. MILLS, assistant.

City Budget Plan Office:
MR. W. FREEMAN, head of department.
MR. H. E. SHEARER, assistant.

General Office:
MR. G. M. BELL, head of department.
Shopping Card Assembly and Packing, City Carriers, City Despatch:
MR. C. FITZSIMONS, assistant.

Department W1024—Fancy Goods Workroom:
MISS I. LAING, assistant.

Medicine Hat

Department MH212—Drugs, Toiletries, Soaps, Cameras, Books, Stationery, Candies, Jewellery, Holloware, Flatware, Leather Goods, Notions, Fancy Goods, Wools, Gloves, Hosiery, Handkerchiefs and Neckwear:
MR. N. FISHER, assistant.

Department MH244—Women's and Misses' Coats, Suits, Dresses, Millinery, Blouses, Skirts, Sweaters, Sportswear, Lingerie, Infants', Children's and Teen-Age Wear, Western Fur Promotion:
MRS. G. SCARLETT, assistant.

Calgary

Merchandise Display, Windows:
MR. J. FRIZZLE, head of department.

Edmonton

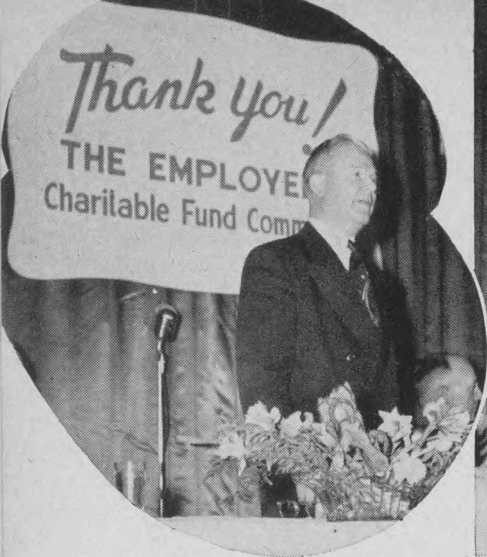
Caretaking, Receiving Room, Delivery, Store Trucks, Carpenters and Painters:
MR. W. B. BUCHAM, head of department.

Prince Albert

Department PNC229—Men's and Boys' Clothing, Made-to-Measure, Furnishings, Hats and Caps:
MR. J. G. WILSON, assistant.

Vancouver, B.C.

Department V67—Draperies, Curtains, Shades, Tents, Awnings, Cedar Chests, Paints, Wallpaper, Pictures, Mirrors, Metal Polishes, Wax, Brushes and Unfinished Medicine Cabinets:
MR. T. E. NASH, assistant.



Left—Mr. R. M. Pinfold "briefs" the 1951 canvassers. Centre—Chairman was C. L. Donnelly, president E.E.C.F.; seated at right, Mr. W. L. Palk. Right—Mr. A. D. MacDonell thanks the canvassers for their co-operation with Welfare Office.

"The Greatest of These is Charity"

200 Canvassers for the Eaton Employees' Charitable Fund are "Briefed" for New Season—Complimentary Dinner Tendered Them by the Company

*"On Faith and Hope the world will disagree,
But all Mankind's concern is Charity. . . ."—Pope*

One of the finest things ever done by Winnipeg Eatonians for the cause of humanity (and in this regard the record stands out in letters of gold!) was the re-organization last year of the Employees' Charitable Fund to achieve a still greater field of usefulness. Highlighting this re-organization was the new and immensely popular plan of contribution—"ONE APPEAL FOR ALL."

This fact was emphasized with pride by our assistant general manager, Mr. R. M. Pinfold, during a complimentary dinner tendered by the Company to some 200 Fund canvassers and held on Friday evening, February 9, in the Grill Room. Mr. C. H. Donnelly, president of the Fund, was chairman. With him at the head table were Messrs. R. M. Pinfold, A. D. MacDonell, W. L. Palk, Angus Osborne, James Johnston, James McClure, past president of E.E.C.F.; Mal Donaldson, vice-president; and T. P. McBryde, secretary.

Welcoming the canvassers, President Donnelly said: "We owe you a great big 'thank you' for the huge success you achieved at the beginning of 1950—the Fund exceeded our expectations." The honoured guests were also thanked for their practical support.

Speaking on behalf of the Welfare Office, Mr. A. D. MacDonell warmly thanked the secretaries for their co-operation, adding: "It would be impossible to function without your reports."

Grand Total of \$102,283.20 Contributed by Winnipeg Eatonians in 1950

Expressing his pleasure on being present at the first anniversary of the Employees' Charitable Fund reorganization, Mr. R. M. Pinfold said to the canvassers: "But for your efforts in conducting the One Appeal drive, there would have been at least ten major appeals and a number of smaller ones." Mr. Pinfold added that Winnipeg Eatonians had achieved a wonderful record in 1950 by subscribing \$54,283.20 to the Charitable Fund. On top of this they had also contributed \$48,000.00 to the Manitoba Flood Relief Fund. This made a grand total of \$102,283.20 for the cause of humanity.



Top row—left to right: Bob Gregory, Irene Studney, soprano soloist; Janice Mayer, accordionist; Evalyn Landsley.
Centre right—Drummer sensation Gary Peterson.
Lower right—Dancing duo Sandra Hiebert and Judy Coleman.



Mr. Pinfold urged the 1951 canvassers to "get the cause into their hearts and to back up the Charitable Fund Committee with the same zeal and enthusiasm as last year." On concluding his address, our assistant general manager warmly thanked Past President Jim McClure, of the E.E.C.F., for the splendid job he had accomplished during his office, adding that Mr. McClure's guidance of the committee over the past year would be an inspiration to his successor.

Committee Members Speak

Mr. Bob Gregory then spoke on behalf of the canvassers: "When a Company of this size sponsors a dinner for its employees in appreciation of work they have done among themselves, it is a clear indication of excellent Company-Employee relationship. Therefore, it gives me great pleasure, Mr. Pinfold, to extend through you to the management of the Winnipeg Store, the sincere appreciation of each one of us here tonight for this generous gesture. We deeply appreciate it."

Miss Evalyn Landsley thanked the canvassers as follows: "As a member of the E.E.C.F. committee, I want to thank each and every one of you canvassers for your assistance in helping us to develop the 'One Appeal' plan. Without your co-operation we could not have done our share in building the fund into the success it is today. We think you are to be truly commended on the efforts you put forth."



On the Entertainment Side

A sparkling program was run off by talented young artists from the Eaton Good Deed Club under the direction of Secretary Joan Sherman. The bill included Gary (The Big Noise) Peterson, a five-year-old sensation on the drums who someday may have Jean Krupa looking to his laurels; Judy Coleman and Sandra Hiebert, a devastating duo in song and dance (eight-year-old Judy is the pride and joy of Frank Coleman, Beauty Shops); Irene Studney, a 14-year-old soprano songster, and Janice Mayer, piano accordionist.

Thus ended a truly delightful evening with a high purpose!

*"To smooth the rough and thorny way
Where other feet begin to tread;
To feed some hungry soul each day
With sympathy's sustaining bread."*

*"If thou hast abundance, give alms
accordingly; if thou have but little,
be not afraid to give according to
that little."*



Mr. L. V. Salton
(at lectern)

Left
President Houston

Right
Ivan Thompson

"Merchandising in the Electronic Era"

Mr. L. V. Salton, General Merchandise Office, Addresses Assistants

The tremendous strides Television is making and the impact this will have on the business world; Radar, television's "first cousin," and other marvels of the electronic age were discussed by Mr. L. V. Salton, General Merchandise Office, at the January 25th meeting of the Assistants' Association, in the Grill Room.

President Stan Houston welcomed the following new members, Joe Leighton, J. Johnston, T. Keough and J. Patterson.

Learn to Think Ahead

"We are in a fast-moving age and youth must be served," said Mr. Salton in his introductory remarks as guest speaker. Urging his listeners to study, prepare, plan, work, create and pioneer—the speaker said that true success comes from having a clear objective in view; from being prepared and from overflowing your present job.

The "Electronic Era"

"To cover a subject as vast as this," said Mr. Salton, launching into the scientific part of his address, "would require that I talk to you with the speed of light." However, as a graduate radio engineer and principal buyer of radios for the Company, he was thoroughly at home in a deeply technical subject, holding his laymen listeners in rapt attention to the end.

New Worlds of Wonder and Surprise

Briefly, electronics is the science of the electron . . . a tiny, invisible particle of pure electricity . . . the basis of all familiar matter—an oak tree, the planet Venus, a glass of ginger ale—everything in the Universe is formed of an incomprehensively vast number of electrons whirling around

their nuclei. Today in industry, in commerce, in medicine and public health, in national defence, in radio and, of course, in television, electronics reveal new worlds of wonder and surprise.

In the field of medicine and health, for example, the electron microscope, the x-ray machine, the fever machine, the electrocardiograph, the germicidal lamp—each were briefly discussed by the speaker.

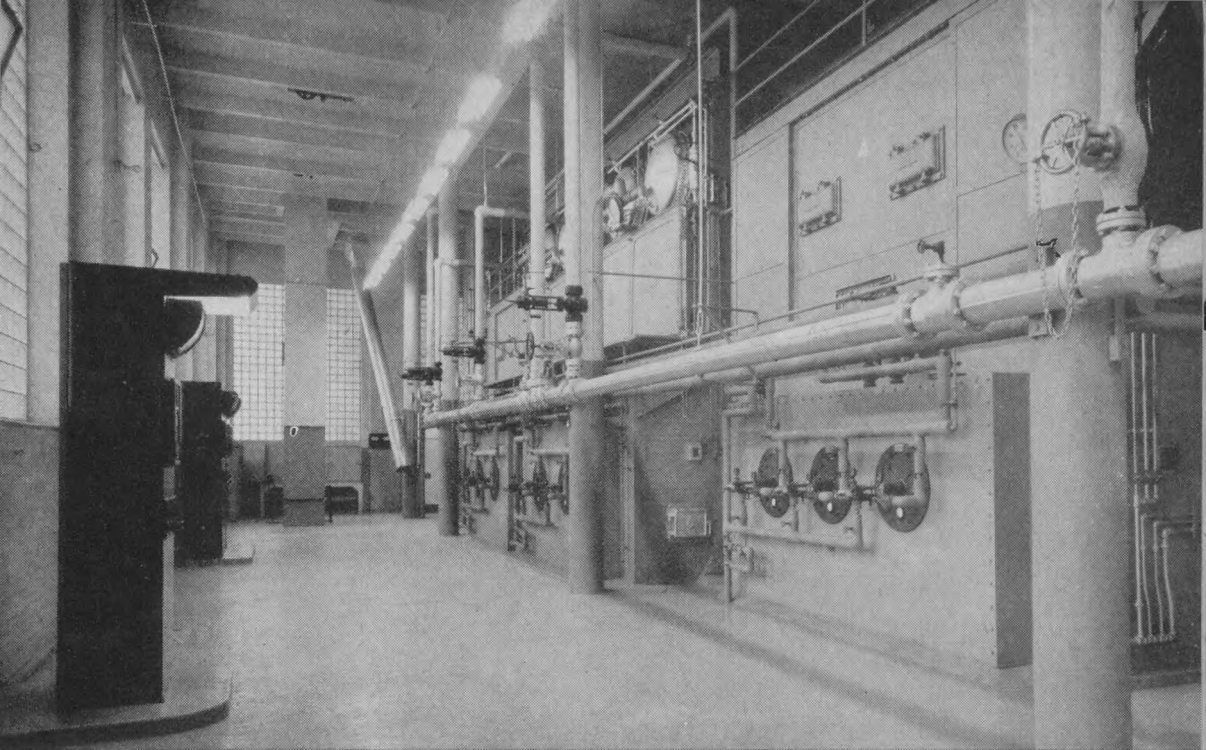
Radio, Television and Radar

Briefly discussing radio and sound movies, Mr. Salton went on to *Radar*—radio's offspring and television's "first cousin." In war radar has accomplished many miracles such as locating enemy aircraft, controlling anti-aircraft guns automatically, detecting submarines, warships, etc. In peace radar will play an even greater part—preventing collisions of aircraft and ships—locating vessels and aircraft, lifeboats at sea, even approaching storms. Moreover, radar has given birth to a new science, radio-astronomy.

"Television Is Today's Greatest Example . . . of the science of electronics, in my opinion," said the speaker, who then explained the principle of television at considerable length.

Television has one advantage over moving pictures in that it reduces the lapse of time between a news event and the time it is seen by the public. It has the important element of *immediacy* which is definitely lacking in newspapers and newsreels. . . . The impacts and influence of television on our future way of life, declared Mr. Salton, will exceed by many

(Continued on Page Seven)



"OPERATION OIL" Completed

Many of us are so engrossed in our own sphere of usefulness that we seldom stop to think of what goes on behind the scenes in the other 45 acres of our Company's Winnipeg premises.

For example, what makes the wheels turn to operate our elevators, escalators? How do we develop power enough to service a good sized town, which is what is needed for light and power in the Store and Mail Order buildings?

How do we keep these great areas warm, comfortable and air conditioned?

It's a story we hope to tell one of these days.

Meanwhile, our engineers point with pride to the transition which has now been completed in the boiler room of the Eaton Power House on Hargrave Street. Here in this lofty-ceilinged building with its massive, pulsating engines, you'll find a boiler room spotless as a bride's kitchen!

The Company converted from coal to oil last August. When the conversion was completed, the six big roto stokers were finally removed, and modern oil burners installed.

Modern Glass Brick Windows

To flood the boiler room with daylight and yet keep out draughts, big glass brick windows were also installed throughout. Brightness was further accented with fluorescent lighting.

Finally, a new decor lends a touch of beauty to the utilitarian scene—the burners have been decorated in cool gray-green, while the piping is in contrasting aluminum colour.

The boiler room supplies power requirements for the Company's premises in its neighbourhood, and conversion to oil keeps the Store, Mail Order and surrounding buildings free from coal burning dust or fly ash. Trust Eaton's to keep apace!

"Merchandising in the Electronic Era"

(Continued from Page Six)

times that of audible radio as we know it today, since vision, 'tis said, accounts for 90% of all learning—or to quote an old Chinese proverb, "One seeing is better than a hundred hearings."

Shop in Your Own Living-room

Thus, many advertisers believe that television will be the greatest advertising force and also greatest sales force in the world. People will be able to shop, to see, to see demonstrated, and to buy, if they choose, right from their own living-rooms!

(Continued on Page Twenty-Five)

"Do a Good Deed Every Day . . ."

Good Deed Theatre Parties

HELD AT

Winnipeg, Brandon and Portage

Even Manitoba's "20 below" weather runs a poor second when there's an Eaton Good Deed Club Theatre Party in town! Or so the Manitoba Good Deeders proved by mass attendance at three fun-packed Theatre Parties early in the new year.

In fact, on Saturday, January 20, in Portage la Prairie, the theatre party had to be moved from the theatre to the D.V.A. Drill Hall in order to accommodate an audience of 1,600 youngsters for movies and a broadcast of local talent. Coloured balloons were given to all and did much to give the Drill Hall a holiday appearance.

Two weeks later, February 3, a similar Good Deed Theatre Party was held in the Capital Theatre in Brandon, and there wasn't a vacant seat!

(Continued on Page Thirteen)

Description of Pictures

(Reading down from top left to lower right)

Misses Judy Coleman, Sandy Malmgren, Rayleen Giacomini, Gail Button and Sandra Hiebert join forces to sing and tap dance to "It's a Marshmallow World."

Verna Kalansky receives a 15-jewel wrist watch and a Gold Star Pin from Club Director Joan Sherman, for an outstanding good deed.

A section of the Good Deed Choir dressed "country style" to sing "Oh, What a Beautiful Morning."

Garry Peterson, 5, steals the show with his "Drummer Boy."

Pam Moore, Marilyn Lockwood and Marilyn Moore dance and sing to the story of "Tom Thumb's Drum."

Vocalist Georgina McClelland, aged 7, displays a look of real concern about "The Thing."

M.C. Norm McBain and 5-year-old Brian Baxter chat about Brian's song, "A Lovely Bunch of Coconuts."



PETIT POINT

A FASCINATING HOBBY



Top row—left: Portion of display panel. Right: A hand-made wool rug.

Lower row—left: A pair of needlepoint scenes from Vienna. Right: Miss B. Graham demonstrating to two customers.

NEEDLES AND PINS!

Now that the Hobby Show is definitely set for June, it is time to take that pair of socks you started a couple of years ago out of the moth balls, dust them off and get to work. Who knows, they might even win a prize?

Then there is that ancient piece of needlepoint that Great Aunt Annie started not long before old age wrote "30" to her career. She would love to think that some girl of this modern generation had the pride in handicraft and the skill her generation knew, which was a result of many years of patient stitching. Why not finish that old piece? With its colours mellowed by time, it will probably steal the show.

Walk Up and Save Ten!

Come on, gals, if you are stuck, or even if you just want to start off with an idle-hour hobby, trot along to the Knitting School on the second floor. Miss Bethel Graham, who is in charge, is an ex-school teacher and therefore used to the art of instructing. Take your problems to her and she will help you. You'll save money if you can make your own.

Get On Your Hobby Horse

If you haven't something handy to finish, there is a beautiful array of hobbies from which to choose and all the necessary materials. There are fine needlepoint pieces from Paris, London and Vienna, and the soft-dyed wools with which to stitch them. There are less expensive pieces that just need a border worked before they turn into cushion tops, chair seats, footstool covers or firescreens.

Paris For Peanuts

If you prefer finer work, you can get the dainty silk screen canvas stamped in delicate flower patterns. These can be stitched in petit-point with embroidery silks into exquisite little pictures to be framed, sometimes in pairs. There are round button ear-rings made of celluloid-covered petit-point and elegant evening bags like the ones you see labelled "Paris" which can be made for a portion of the price you'd pay for the finished product.

Tiny engagement books or diaries can be covered with this delicate needlework. Handkerchiefs sometimes have petit-point corners done this way. The little piece of silk canvas is basted over the corner, the pattern is worked through the handkerchief linen over the canvas, then the canvas threads are pulled out and there is your embroidery right on the hanky. Try it. (Continued on Page 24)



Mr. Angus L. Osborne

*Celebrates
45th
Milestone*

Supervisor of Mail Order Merchandise Office Honoured by His Staff and Associates

One of the best known Eatonians in Western Canada, Mr. Angus Osborne, Mail Order Merchandise chief, completed 45 years with the Company on January 23.

On arriving at his office that morning, Mr. Osborne found his staff and their associates from Mr. A. H. Young's office gathered to greet him. As spokesman for the group, Mr. Gordon Muirhead then presented Mr. Osborne with a Parker 51 magnetic desk set to mark this important milestone and as a token of affection. It was a "swish" looking set indeed, and brought a gleam of pleasure to Mr. Osborne's eye. As her share in this happy event, Mrs. Osborne was sent a lovely bouquet of roses.

A crowning touch was added that evening when, during a party held by the staff at the Osborne residence, Mr. A. H. Young dropped in to extend his congratulations. All were delighted to see our Mail Order superintendent looking so fit again after his recent illness.

Wide Merchandising and Mail Order Experience

Born in Peterborough, Ont., Angus Osborne started with Eaton's, Winnipeg, in the Mail Order Shipping. From there he rose to various important posts with the Company. Over the years he was associated with the M.O. Complaints and Exchanges, the M.O. Cash Office and Copying, as well as the Merchandise Offices in Calgary and Winnipeg. Today his broad experience and keen insight are invaluable to him in the supervision of the Mail Order Merchandise Departments and catalogue work, etc.

Big, ruggedly handsome, with a friendly smile and a generous spirit, Angus Osborne has always been active in sports. In earlier years he was a star performer in Eaton bowling, baseball and other recreations. An ardent curler, he is a member of the Granite Curling Club. It is also said that he is an excellent authority on American history.

Mr. and Mrs. Osborne have two strapping sons—Captain Danny, a former Eatonian, now an army staff officer at Ottawa, and "Bud" (Angus, Jr.), a mining engineer at Sudbury, Ont.

To their congratulations were added a big batch of messages sent to Mr. Osborne by Eaton associates from British Columbia to the Maritimes.

35th Anniversary for John W. Moore

Stoke-on-Trent, Staffordshire, England, famous for its potteries, was where Jack Moore first saw the light of day. A few years later we find him in Winnipeg with The T. Eaton Co. Limited, specifically with the M.O. Assembly, where he has been ever since, with the exception of the time he spent with the 43rd Cameron Highlanders in the First World War.

Jack is married to the former Nancy Pinkerton, who was with the Alterations Department. They have two sons, Jack and Don, and a daughter, Mary, in the Mailing List Department; also a small grandson.

Cricket has always been Jack's favourite sport, and at present he is president of the Winnipeg and District Cricket League.

The M.O. Packing presented Jack with a chair on the occasion of his 35th anniversary with the Company, which took place on February 3.



*Cheers
and a
Chair
for...*

Mr. Norman Forbes

Supervisor,
Paints,
Pictures and
Wallpapers,
Honoured
on 35th
Anniversary



What more appropriate setting for this event than a background of beautiful pictures flanked by an admiring staff? This thought must have struck Mr. Norman Forbes when, before Store-opening on January 17, his staff gathered to honour him on the occasion of his 35th anniversary, an event of January 18.

Mr. Charles Carswell, group manager, expressed the staff's congratulations, and Mr. Tommy Dodds, head of department, Mail Order, followed with messages of felicitations which he read to Mr. Forbes. These had arrived from Eaton points right across the Company's network.

A Gift of Comfort

A richly upholstered easy chair with matching ottoman was then presented to Mr. Forbes by Mr. Dodds as a gift of affection from the staff. A bouquet of roses

was also sent to Mrs. Forbes as her share in the occasion.

Among those present to honour Mr. Forbes were Messrs. D. S. McKellar, Merchandise Office representative for the 6th and 7th floors, and Mr. Murray Tasker, group manager, Basement Store, formerly with the Paint Department.

Ontario born, Norman Forbes' entire Eaton service has been spent with the Paints, Pictures and Wallpaper Department. A great home lover and an active member of Young United Church, he also gets keen enjoyment from his summer home at Matlock on Lake Winnipeg.

Mr. and Mrs. Forbes have two sons—Bill, with the National Research Council at Ottawa, and Ken at home.

Let us conclude this tribute to a fine Eatonian in the words of Mr. McKellar: "I never worked with a more co-operative man."

William James Johnston

"Have enjoyed every moment. It's a good firm and a good gang," says Bill Johnston of Brougham, County Armagh, Northern Ireland, and M.O. Men's Clothing.

Bill had his 35th anniversary with the Company on February 8, when he was presented with a torchiere by Mr. Jack McCay, head of department. A bouquet of flowers was sent to Mrs. Johnston in honour of the occasion.

The staff had a surprise party in Bill's honour at the home of Mr. T. W. Bennett, assistant, February 2.

Bill and his wife, the former Ruby Johnson of the Photographic Workroom, have a daughter, Marilyn.



The Long and the Short of It.

Mr. Johnston (left) is congratulated by Mr. T. W. Bennett, assistant.

Eleven





35th Anniversaries

Mr. Albert Sizeland

Clunk! Clunk! Clunk! Softly muted yet unmistakable, the auto call sounded its signal on the morning of Wednesday, January 31. "Three!" counted Mr. Albert E. Sizeland, our genial head floorman. "H-m-m, that's my number!" Straightening his necktie* and flicking an imaginary speck of dust from his coat sleeve, our guardian of service hurried off to the Superintendent's Office. Here he paused momentarily for the "green light," then, head erect, strode into the inner sanctum.

Instead of the usual routine instructions he expected, however, Mr. A.E.S. met a delightful piece of strategy. First he was warmly greeted by our superintendent, Mr. W. B. Pickard, and congratulated on completing his 35th anniversary with the Company. Then followed Mr. W. L. Palk, assistant superintendent, and our hero's fellow floormen who added their felicitations.

Briefly reviewing Mr. Sizeland's business career, Mr. Pickard had some nice things to say about the Sizeland qualities of optimism and good nature, together with an ability to get things done. "It's a fine trait in a man," said our superintendent, "when he can keep everything going smoothly and also keep everybody happy. . . . Mr. Sizeland understands a good deal of psychology," added Mr. Pickard, "and does a difficult job well." On behalf of the floormen and the superintendent's office, Mr. Pickard then presented Mr. Sizeland with a Viking mantel radio.

"This will be a constant reminder of your kindness to me," responded our head floorman, who for once just couldn't find the words he wanted.

To crown a happy day, a reception was held for Mr. Sizeland after Store closing at the home of Mr. Jack Moir. This was followed by a dinner party at Don Carlos.

**Purely instinctive—the tie was already straight as an arrow.*



Mr. Arthur S. Raybould

Have you noticed the trim-fitting uniforms worn by Eaton drivers, doormen, care-taking staff and elevator girls? Well, these are all kept smart as a whip by Arthur Raybould in his tailor shop, a section of the Receiving Room Department.

Arthur, who was born in Dudley, Worcestershire, England, came to the Company 35 years ago on February 1. He was with the Men's Clothing Department, selling, fitting and tailoring, before he moved to the Receiving Room tailor shop where he has been for the last five years.

To celebrate Arthur's anniversary, Mr. D. Galbraith, head of department, presented him with an electric pop-up toaster from the staff. Mr. Galbraith said that Mr. Raybould was to be congratulated on his long and faithful service with the Company.

Arthur is a widower with two sons and four grandchildren. He is a member of the Deer Lodge Community Club, is fond of gardening and is an expert bowler.

Of his Store service, Arthur writes: "I would like to mention that the Receiving Department is a fine department to work in, from my own experience."

Twelve





Timothy Eaton

Quarter Century

Club

Inaugurated 1919



"To help you enjoy your quarter-century holiday..." says Mr. Harry Clarke left, on presenting George with a travel bag.



Welcome to the EATON Quarter-Century Club



GEORGE AGNEW

About fifty members of the Box and Bag Factory gathered in the Orange Hall, Norwood, on January 19 to celebrate the quarter-century anniversary of their assistant, George Agnew. After a buffet lunch, the gang enjoyed music and dancing. During the festivities, Mr. Agnew received a handsome Parker fountain pen. On the date of his anniversary, January 27, George was presented with a leather travel bag from the staff and flowers were sent to Mrs. Agnew.

George was born at Belfast, in Northern Ireland. Mrs. Agnew, the former Sadie McCullough, was for a short time with the Investigation Department. They have a son, Howard, at United College taking Science, and a daughter, Myrtle, at St. James Collegiate. George is a member of Deer Lodge United Church, Eaton's Curling Club, Deer Lodge Curling Club and the Winnipeg Angling Club. He also spent six years with the Reserve Army Engineers and is a regular Eaton blood donor.

GOOD DEED THEATRE PARTIES (Continued from Page Eight)

The Saturday between these out-of-town programs, the Winnipeg club members had their innings at a theatre party in the Metropolitan Theatre in Winnipeg! When the cartoons started at 9 a.m., 2,000 boys and girls were in their seats. And when a sing-song flashed on the screen following the cartoons, those 2,000 youthful voices were an inspiration.

Richard Haldance, the magician, held the children spellbound with his tricks and magic till it was time for the Good Deed program to be broadcast from the stage. Then, after the broadcast, the theatre party ended with a hunt for lucky numbers, hidden under the theatre seats, which won door prizes for three fortunate youngsters!



Clarence Hyde (left) is congratulated by Mr. Alex Murray, supervisor.



Doris Bradley

Welcome to the EATON Quarter-Century Club

CLARENCE V. HYDE

What could be a more acceptable gift for a resident of Manitoba, where the thermometer hits the skids on winter nights, than a pair of cosy wool blankets? Such was the gift received by Clarence Hyde on January 27 to mark his 25th anniversary with the Company. Presentation was made by Mr. Alex Murray, supervisor, on behalf of the Engineering staff.

Clarence Victor Hyde was born on a farm at Grenfell, Saskatchewan, and farmed at Rocanville before joining the staff at Eaton's in Winnipeg. He has spent his 25 years with the Company with the engineers.

At one time Clarence was very interested in sports; twice he was on Jim Bloomer's winning team curling for the McGee Memorial Trophy.

Mr. and Mrs. Hyde have six children. Their daughter, Doreen, was in the D.A. Office, and a son, Gordon, is with the Shopping Service.

Today Clarence spends his leisure hours in home carpentry.

DORIS BRADLEY

"Sergeant of Supplies" Doris Bradley joined the Quarter-Century Club on February 1, and all the Beauty Shop staff helped her to celebrate the occasion.

Doris, who comes originally from Blackheath, Birmingham, England, started her Eaton career in the Grocery Packing, where she was for 16 years. In 1942, Doris joined the C.W.A.C., attached to the R.C.O.C., and again found herself handling supplies, though this time they were army ones. She was with the C.W.A.C. for four years and rose to be sergeant and section foreman. Now at her quarter-century, she is still handling supplies, this time for the Beauty Shops.

On January 31 the staff held a breakfast party in Doris' honour, and on February 1, the date of her anniversary, she received a twin set of suitcases, a corsage and a beautiful bouquet of red roses and white carnations as gifts from the department. Mrs. M. E. Cole, head of department, made the presentation for the staff.

Doris belongs to the Ladies' Aid of St. Stephen's Anglican Church, and is fond of gardening and fancy work.

JOHN McCALLUM RAMSAY

As Ballieston, Scotland, is Jack Ramsay's birthplace, it was natural that when the second World War broke out the Cameron Highlanders should be his choice of regiment. Jack served with the Camerons for five and a half years and rose to the rank of sergeant.

He celebrated his 25 years with the Company on January 27, when Mr. Alex Murray, supervisor, presented him with a mantel radio as a gift of the Elevator staff. Mr. Murray, in making the presentation, remarked that John was a very satisfactory worker and no complaints had been received. John has been with the Elevator staff for his 25 years.

Jack is very interested in sports. He plays baseball and hockey and is also a fisherman.

Mr. and Mrs. Ramsay have two children, Flo O'Donell in M.O. Copying, and Donald in Brandon.

Fourteen



Read and Relax!

Again the Circulating Library on the Second Floor has a good selection of reading for you to choose from. As the March winds bellow about, why not let yourself be transported to a balmy, languorous climate and forget about the weather?



An ideal book for that journey is:

FOLLOW THE SEVENTH MAN

By Robert Standish

The author of "Elephant's Walk" has written another readable novel in which the English characters, Peter and Susan, are shown against the Oriental personality of a Malayan sultan and the lush background of his home.

If you prefer to have your blood run cold, there's:

IN THE BEST FAMILIES—*By Rex Stout*

Even murder, apparently, takes place in the best families, and the enormous Nero has to make a stupendous personal sacrifice in order to solve this one. The inevitable Archie is, of course, in the picture too. One of the best yet.

THE CURIOUS CUSTARD PIE

By Margaret Scherf

A very human clergyman with two hobbies, cooking and crime, finds himself indulging both of them. A good Crime Club selection.

TOO LONG ENDURED—*By Lee Thayer*

A neurotic child, a puppet show, a postponed wedding and the red-headed Peter Clancy make a good assortment to whip up into this Red Badge mystery novel.

THE RED TASSEL—*By David Douglas*

Mix a live-wire detective, a gorgeous redhead, llamas with tassels on their ears, and murder in a mining district high in the South American mountains, and the result is a fast-moving, well-told tale.

This should tickle your fancy:

FLOWERS FOR THE JUDGE

By Clark Baldwin

Governor Baldwin, of New York State, has written this bright book mainly about his own career, but dealing to some extent with his irrepressible father and his love of practical jokes.

Gay adventure:

BLACK BROCADE—*By Gareth Owen*

Black Brocade has his stronghold in the mountains of Wales with the curious tribe known as Bedlems, descendants of the ancient bards. From here he rides into the towns and metes out justice in the manner of Robin Hood. Lovely, lively women, strong, silent men and the mystery of the identity of Black Brocade make this one of the best romantic adventure tales you are likely to run across.

MEN OF WRATH—*By Ivan Peacock*

Another tale of the notorious Colonel Blood in the year 1669, in England, when the Quakers were all suspect and plots abounded.

Current Affairs offers:

ASSIGNMENT TO AUSTERITY

By Herbert and Nancie Matthews

Herbert Matthews, as a correspondent to the *New York Times*, is assigned to London just two months after the Labour regime begins in Britain. With him he brings his English-born wife, Nancie, who helps him write this extremely readable book on the austerity program. Nancie lends the feminine touch and deals with the endless queuing, the regulations governing every type of household effort, and the job of housekeeping itself amid the red tape.

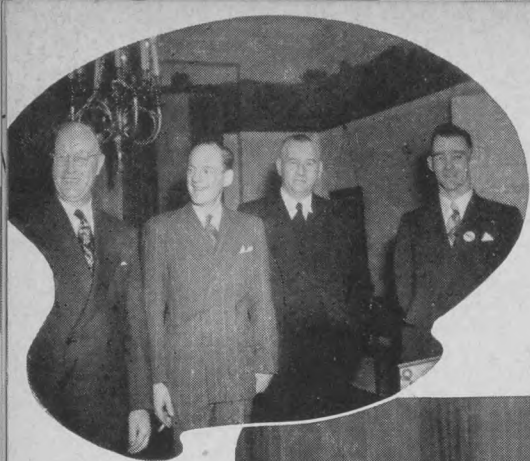
Herbert deals with the economic and political problems as faced by the government, their handling of the situations; he also gives us excellent sidelights on the characters of the various important political figures. He displays a wide, liberal understanding of the background and problems of all concerned. Here are the closing paragraphs of the book:

"The British are strong for other reasons than wealth and material possessions. . . .

"Britain's political contribution of these postwar years, exemplified by the welfare state in its broadest and not simply its Socialist sense, may prove to be the model of the modern, democratic state. It would not be the first time that the world has learned political wisdom from the Englishman.

"In a system whose structure is international, Great Britain is bound to play a great role. Even in a western world dominated by the United States, her part will be vital. The philosophical acceptance of the hard knocks that fortune has dealt her since 1914 may be a sign of decadence and fatigue, or it may be wisdom. Time will give us the answer, and meanwhile it is safer to bet on a slow and painful recovery.

"The world needs Britain and all the things her people have stood for over the great centuries that began with Elizabeth and reach a peak of courage and moral grandeur in this destructive era."



2,000 Eatonians Enjoy S

Great Social Gathering Fills Three Ballrooms—Net Proceeds for

'Tis said that "Dancing is the loftiest, the the arts, because it is no mere translation or a

Youth and Pleasure met with joyful impact when 2,000 Eatonians, with their wives and sweethearts, gathered at the Royal Alexandra Hotel on Wednesday evening, February 14, for a St. Valentine's dance.

This was the fifth annual staff dance sponsored by our Assistants' Association and at every hand we've been hearing it was truly a wonderful evening!

The gracious and infinitely comfortable surroundings of a top-flight hotel like the "Royal Alex" provided every opportunity for our big family of Eatonians to get together and thoroughly enjoy themselves, and they made the most of it.

President Stan Houston and committee welcomed the great throng and kept things moving merrily along. It was an added pleasure to have with us as guests of honour, Mr. Gilbert Eaton, Mr. and Mrs. A. D. MacDonell, Mr. and Mrs. W. L. Palk and Mr. and Mrs. Jim Johnston.

Sixteen





by St. Valentine's Dance

the Ballrooms of Palatial Royal Alexandra
needs for Charitable Work

est, the most moving, the most beautiful of
tion or abstraction from life: *it is life itself.*"

Three spacious ballrooms were reserved for the occasion, and in each the big Valentine heart motifs in red and silver were a superb job by our display men.

For modern dancing, orchestras under the batons of Maestros Irvin Plumm and Harold Green supplied dreamy waltzes and suitable numbers for those who take their dancing seriously.

"Chase the Pretty Girl Round the World"

Square dance enthusiasts also had the hoe-down of their lives aided and abetted by Jimmy Gowler's "old-time" orchestra and caller-off. And the jitterbugs? They were right in there, too!

Among the credit lines we must not forget our Eaton doormen—those big, smiling, efficient men in blue who kept the traffic in aisles and doorways flowing smoothly.

Yes, folks, the Big Dance was unanimously declared a "good show"—a grand time for everybody and a substantial sum achieved for charitable work—what combination could be happier. Take a bow, assistants!

Seventeen





"No comptometer would be big enough to calculate the quantity of shoes he has handled."

Two Pioneer Eatonians Honoured . . .

Their Combined Service to the Company Totalled

MR. HOWARD McGREGOR

Head of Department, Women's Shoes, Mail Order

Western Canada's senior Eatonian in point of service, Mr. Howard McGregor, retired from active business on January 31, after rolling up over 46 years with the Company. Born in Owen Sound, Ont., "Mac" was one of the "old originals" of that little band of 150 Eatonians who came up from Toronto to help open the Winnipeg Store away back in 1905.

From Utility To Fashion

During his lifetime in the business this veteran shoe buyer saw shoes change from a utility article — like those "sensible" high-cut laced boots of yesteryear's long-skirted era — to the slender, exquisitely modelled pumps for fashionable feet of today. And he also saw our Shoe Departments develop from one location for the entire family on the second floor, to three spacious departments on the main, second and fifth floors.

Presented With Diamond Tie Pin

A farewell dinner was held in Mr. McGregor's honour on Tuesday, January 30. After presenting Mrs. McGregor with a corsage, Mr. J. S. Fowler, chairman, said that there was no comptometer big enough to calculate the number of pairs of shoes which had gone through Mr. McGregor's hands during the nearly 47 years he had

spent in the service of the Company. It was hoped their retiring chief would "drop in and see us, for, after all, this was just an au revoir, or cheerio, not a good-bye."

Mr. C. R. Graham then presented Mr. McGregor with a diamond tie pin on behalf of his staff and friends, and recalled his many years of pleasant association with him. He said that Mr. McGregor was leaving behind him a record of fine stock-keeping that would be difficult to equal.

In reply, Mr. McGregor said that he had completed another chapter in his book of life. A book in which it is impossible to peek at the last chapter to see how it turns out. He also spoke of many pleasant associations throughout his service with the Company, and of former Eatonians he enjoyed hearing from as far off as Australia.

Mr. P. W. Carter read numerous telegrams received by Mr. McGregor which, when added to the list of letters and cards, showed the high respect in which the latter was held by his friends and associates.

The McGregors intend remaining in Winnipeg among their friends and family, and do some travelling around in the more pleasant weather next summer.



Lower right—Reminiscing, Miss Whelham recalls a funny incident which tickles Mr. Jim Johnston and Miss Rae Patching (left).



on Retirement

Nearly a Century!

MISS EMILY WHELHAM

43½ Years of Devoted Service

It was on a bright June morning away back in 1907 that Emily Whelham started with Eaton's. One thing that clinched the job for teen-aged Emily, with the eager smile, was a recommendation from a pioneer drug company (her former employer) which read: "*Strictly honest, straightforward and very solicitous of her mother's welfare.*"

The little Londoner first started as a parceller and wrapped the first pound of butter produced by our Eaton Creamery. A few months later, Emily joined Department 116 (M.O. Copying). Here she became a valued and well-loved member who put everything she had into her work over the years, right up to her retirement on January 17 of this year.

Showered With Gifts

To mark Miss Whelham's retirement, a dinner was held in her honour on January 15 at the Marlborough Hotel. Ninety-five guests were present, including some former members of the department. As a parting token she was presented with a well-lined handbag and a pair of gloves by Mr. George Johnson, acting for the staff. On this occasion Mr. James Johnston, Mail Order Operating, thanked Miss Whelham, on behalf of the Company, for her devoted service. Tributes were also added by Mr. Jack Merrett and others.

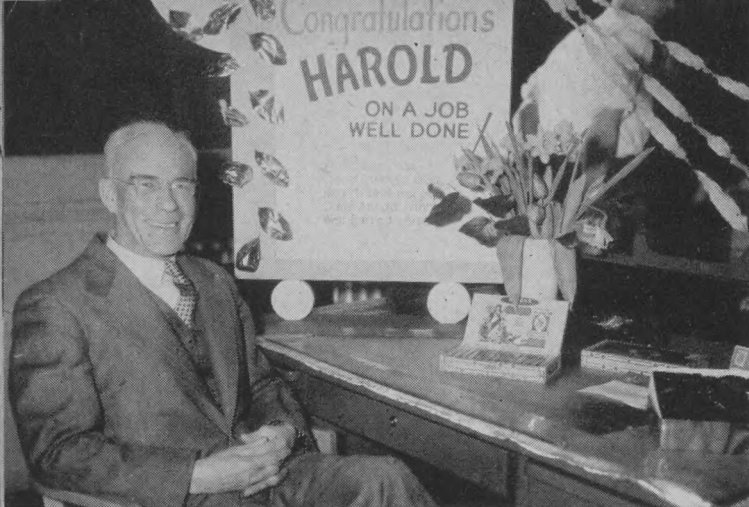
400 Sign Autograph Book

Then, on her last day, she received a tea waggon from the department, while friends and co-workers "ganged up" on Emily with many other beautiful gifts.

Another highly treasured token will be an autograph book which was signed by 400 friends who came to say farewell. The crowning touch for Emily was a long distance telephone message from her sister, Mrs. A. Bruce, and her niece, Mrs. H. Booth, at Toronto. Both women happened to be in Eaton's at the time and called Emily across the miles to add their felicitations. Miss Whelham was also happy to receive a visit from an old friend, Mr. R. M. Pinfold, assistant general manager, who dropped over to the Mail Order to wish her all the best in the leisure years ahead.

Yes, sir! Forty-three and a half years is a long time in anybody's book, and it made Emily Whelham Western Canada's longest serving woman Eatonian at the time of her retirement. In all that time she was late only once! Wonder what held her up that time?

Anyway, a legion of friends wish you health and happiness, Emily, in your richly earned years of rest and relaxation!



*Feted by Department
and M.O. Management*

MR. H. W. DALY RETIRES

Honoured by his staff and the Mail Order management, Mr. Harold Daly, head of department, M.O. Boys' Cloth-

ing, and one of the liveliest stepping men in the building, retired on January 31 to become a very active hobbyist.

Testifying to his popularity in the clothing market, Mr. Daly was the recipient of many telegrams and had a constant stream of visitors on his final day with the Company.

To ensure an active retirement in line with his hobbies, the management and assistants of the M.O. ganged up to present him with a photographic enlarger. Also, to go with his lathe equipment, he received an electric motor, a set of wood-turning chisels together with numerous technical handbooks, presented by Mr. A. S. Parker on behalf of the staff.

Tendered Complimentary Dinner

On Thursday, February 1, the staff of the M.O. Boys' Clothing gathered for a "bang-up" dinner party in honour of Mr. and Mrs. Daly. Messrs. J. E. Dolan, A. S. Parker and J. Leighton spoke of Mr. Daly's outstanding ability in the clothing field, his patience and willingness to explain and give assistance in any matter, whether business or personal. Mr. Daly's contribution to swimming as past president of the Canadian Amateur Swimming Association was also touched on by Mr. Lindy Best.

To honour the occasion, Mr. Daly's leisure time was further curtailed by the presentation of a paint-spraying outfit from his associates in the Store and M.O. Boys' Clothing Departments.

Ably responding, Mr. Daly spoke of happy memories extended over 35 years spent in "the finest retailing establishment of its kind in the world."

—J. Leighton.

ROBERT STRONACH

After 35½ years' service with the Company, Mr. Robert Stronach, head of department, Women's Sportswear, retired on January 20. Acting for the M.O. Infants' Goods, Mr. D. Oliphant, assistant, presented his retiring chief with a dressing gown. The M.O. Women's Sportswear gave Mr. Stronach a mantel radio. This presentation was made by Mr. A. B. Keeley, supervisor.

Mr. Stronach (right) receives a parting gift presented by Mr. A. B. Keeley.

A third presentation, this time from the Mail Order management, was a beautiful carving set. Mr. Angus Osborne, supervisor, M.O. Merchandise, and Mr. Jim Johnston, supervisor, M.O. Operating, made a joint presentation. Each spoke very highly of Mr. Stronach's outstanding ability and long service.



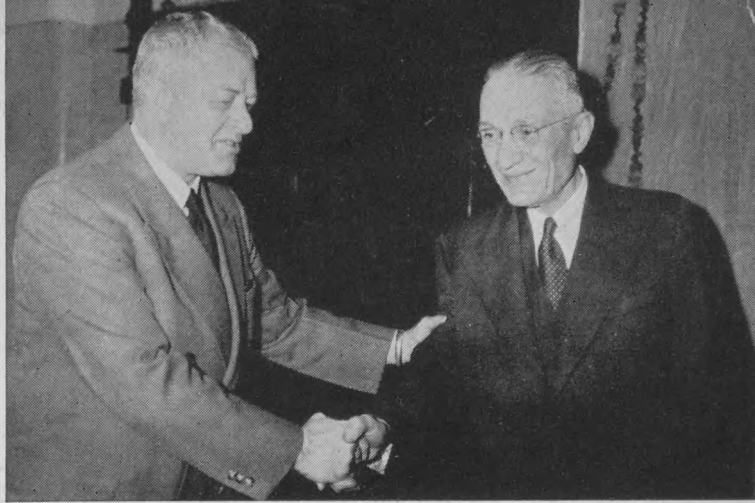
Mr. Sam Young Presented with Painting

Despatch Head Retires After Four Decades With Company

With over 43 years of Eaton service to his credit, Mr. Samuel Young, head of department, Despatch, was guest of honour at a presentation, on January 17, to mark his retirement from active business life. About sixty members of the staff gathered in the Despatch where Mr. J. McClure, assistant, thanked Mr. Young personally for all his help over the years.

Mr. W. B. Pickard, Store superintendent, then spoke of Mr. Young's long and faithful service, over 43 years of it, from 7:30 in the morning 'til 5:30 at night, all year round. Mr. Pickard said that the "grief" had always landed in Sam's lap, because even before he became head of department, Sam had been there to receive it. During his administration there had been very efficient handling of parcels and surprisingly few complaints.

Mr. Pickard then drew a cord and displayed a water-colour painting of a winter scene. This was the gift of the Despatch staff to Mr. Young. He also received a motor rug as a personal gift from Mr. McClure, which will be very useful when the Youngs take their anticipated motor trip.



Mr. Pickard (left) thanking Mr. Young for his long and efficient service.

All Happiness In Your Leisure Years Ahead!



HENRY SHERWOOD (top left) (M.O. Packing) retired January 20 after nearly 37 years with the Company. Henry was presented with a vacuum cleaner as a parting gift, the suggestion being that he intends to take up housekeeping in his leisure time.



ALFRED SCUDDER (top right) (Foodateria) retired on January 20 after nearly 31 years with the Company. Mr. G. B. Douglass, supervisor, presented Alf with a wallet on behalf of the staff, and a breakfast was held in his honour on January 17.

JOHN VERHOEF (lower left) (chief electrician). To mark his retirement, on January 24, Mr. Verhoef was presented with a Viking mantel radio and a "posh" looking smoker's stand by Mr. Alex Murray, supervisor, acting for the Engineering staff.




LILLIAN BOUSHEAR (lower right) (Port Arthur Women's Sportswear) retired on January 14 after six years with the Company. Miss M. McConnell, head of department, entertained the entire staff in Lillian's honour at a supper party in her home. Lillian received a beautiful table lamp as a gift from the staff. After a motor trip to the coast, she will spend her retirement years at the Lakehead.





Page Mr. Ripley! THE CASE OF THE RED PIGS

Did you ever see a red pig? Of course you'll say "there's no such animal"—but, believe it or not, we saw a whole row of red pigs marching across the ice! Yes, sir! Those pigs marched right across five sheets of ice down at the Eaton Curling Rink.

All dressed up for Manitoba's 63rd Annual Bonspiel, the Eaton Rink drew many an appreciative comment from the knights of the broom. Called in by our curling prexy, Jimmy Tucker, Boss Painter Jack Morrison and his merry men decked the rink with British, Canadian and American banners. Big blue and white  motifs also added a festive note. "Welcome to M.C.A.'s 63rd Bonspiel" was lettered across the rink in ice paint, and each "house" marked in Eaton colours.

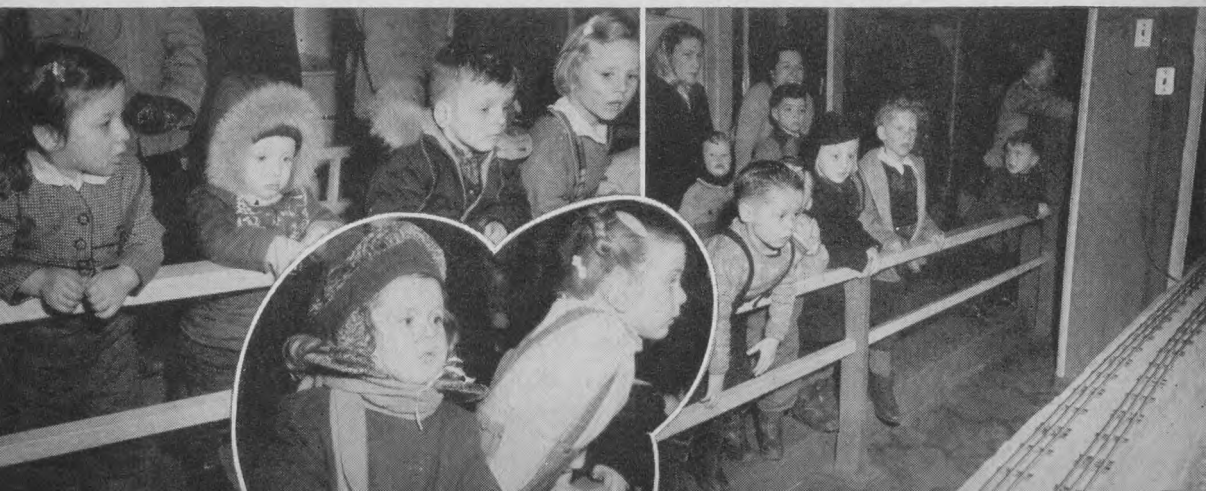
Those marching piglets were, of course, a novel way of indicating the conventional "hogline." Another feature was the new style hacks with rubber grips.

The comfortable appointments were also greatly enjoyed by our visitors. They spoke of the cosy sitting-rooms for both men and women, the adjoining lockers and spotless washrooms. Nor did they forget an "orchid" for Steward Alex Scalena's snack bar, where a wielder of besom and stane could fortify himself for a 12-ender.

The big 'spiel of '51 is now a memory. We like to think of those who battled under this friendly roof for the Eaton Trophy, Canada Packers and other events, and hope they will recall with pleasure the brightness, the colour and the comfort of our rink, plus its friendly helpfulness in the true Eaton tradition!

ENTHRALMENT—Countless thousands of young Manitobans stood enthralled with the miniature railroad system, which was a feature of the Eaton Bonspiel Fair during February. A special platform had to be built for the little ones, while their elders stood four deep, and every bit as fascinated.

Truly, one of our most popular bonspiel attractions in many years!



PIN-BOY CHATTER

By Al Beavis

Presents the Stars of the Month



Effie Howard

We find it fitting this month to present two outstanding individuals who have indeed warranted the title, "Stars of the Month." Although Bob Shusterov started this breath-taking bowling pace, we'll start with the ladies.



Bob Shusterov

Effie Howard, in our first corner, started out on February 13 with a mere 268 game, then moved into second gear with a blistering 396, followed by a coasting 239. Her aggregate score of 903, plus her handicap of 144, permits her to hold with comfort, the league's high three of 1047!

Bob, on the other hand, although he boasts a lovely 895 trio, plus a 57 handicap, is more proud, and so he should be, of his 435 single which, with 19 pins handicap, rests as 454. We dare anyone to beat that game.

To summarize the league standings in brief, at the end of series two we find these results:

ONE—Nomads, led by Eric Guile, coasted through to victory with a two-game lead over Set-Ups and Rough Riders. Bright stars of the month were Bill Stewart 747, Pat Fellowes 751, Ann Anderson 718, and Art Wright 718.

TWO—Ernie Wall and his Skippers took this roll-off berth from Majors and Scotties. George Bennett put on a lovely exhibition with 779, as did George Niven 315 (single), Ed Bergen 725, Marg Jones 729, and Bud Wold 729.

THREE—Jack Day's Winsomes will be in the finals and J. Brodie has been showing this division how with 755 and 737. Gord Quinn had a 726, H. Graham 704, and L. Ringrose 638.

FOUR—Harold Rogers and Harvey Sheidow led the Stampeters to a nice finish. They had 656 and 694 respectively. Basil McAlpine produced a 691, Bob McQuarrie 672, Jim Torbet 650, and Ed Olien 644.

FIVE—Bob Shusterov's favourite team, the Mazumas, along with H. Wiebe, took a roll-off berth, one game over Wise Ones. Gladys Morris was second high with 808, then Ray Torve 698, and Marge Mitchell 656.

SIX—Hugh Dnyvejonch and Blaine Buckboro finally hit prize money, one game over Budgeteers. High scores were by O. Jones 721, Frank Frampton 701, A. Ellis 661, and T. Ings 654.

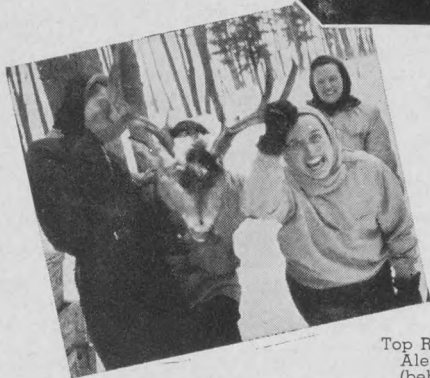
SEVEN—Elmer Caven's Rip Saws with two games over King Pins, took the sixteenth roll-off spot. Harvey Way has led the way here with 652 and 670. For the girls, R. Evans had 642 and C. Mickoski 638 (305).

EIGHT—John Temmen leads the way with his Meteors, one game over Aristocrats. John himself scored a nice 696 while his Aristocratic opposition, Forbes Grassick, bowled a 678.

NINE—The Walk-Rites, with D. Wright and Walker at the helm, are one game over Admirals and Panthers. Best scores were by Norm Henry 657, Reg Stevenson 656, and Dick Wright 625.

League Records To Date, Handicaps Included

	Girls' High Single	Girls' High Three	Men's High Single	Men's High Three	Team High Single	Team High Three
Division One	May Parker 371	Vera McCaw 857	Jack Ross 370	Pat Fellowes 928	Crackers 1190	Crackers 3216
Division Two	Dot Chisnell 374	Marg Jones 831	George Niven 351	Bud Wold 858	Skippers 1216	Skippers 3128
Division Three	Effie Howard 444	Effie Howard 1047	Les Povey 375	Dave Mackie 897	Nationals 1200	Wal-Bees 3231
Division Four	M. Sleavin 377	M. Sleavin 822	H. Sheidow 389	H. Sheidow 936	Peeppers 1191	Peeppers 3203
Division Five	Rita Soutter 342	M. Thompson 869	Bob Shusterov 454	Bob Shusterov 952	Mazumas 1208	Mazumas 3134
Division Six	D. Jones 413	A. Ellis 856	F. Frampton 367	E. Westman 872	Telecos 1231	Split Atoms 3231
Division Seven	R. Evans 355	B. Kent 763	Cy Napier 364	Cy Napier 905	Rip Saws 1179	Rip Saws 2966
Division Eight	M. Robinson 296	Minnie Barker 727	Jim Bewick 357	Jim Bewick 905	Aristocrats 1135	Aristocrats 3014
Division Nine	E. Ogrodnick 307	A. Gross 700	W. Pearn 350	R. Stevenson 801	Panthers 1067	Walk-Rites 2781



Top Row—Left: Bina Johnson, all tired out, leans against Aleta Flett. Right: Doreen Baker Peeking at Bob Hale (behind the deer head).
Centre—Doreen Watson, Vic Garbutt, Bob Hale, Noreen Park and Gordie Wallace enjoy the bright day.
Lower Row—Left: Yvonne Payne, Vi Glass, Una McKenzie, Irene Garbutt. (Wonder which is the deer here?) Right: Doreen Baker, Vi Glass, Aleta Flett and Bina Johnson start off on that big slide.

BLUE BIRDS' SKI CLUB—By Verla Brown

We are sorry to report that while some of the snow we wished for arrived, the weatherman wasn't very good to us the last couple of weeks in January and we had to cancel two of our bus trips.

However, during the week-end of February 4, the gang took off for Falcon Lake. We had a good journey down on the bus where Vi Glass kept everyone awake leading the singing, at least that's what we like to call it.

After arrival, we did experience some difficulty in finding good big hills, but it was a beautiful day and everybody enjoyed the outing, even though Helen Wright twisted her knee, Bina Johnson was shaken up on one of the hills, and Yvonne Payne managed to freeze her nose. We hope they will all have fully recovered by the time you read this.

There will be another trip to Falcon Lake the week-end of March 18, and possibly one to the ski hills around Neepawa, so keep those skis waxed and let's see you all out.

Before closing, we would like to congratulate two club members who did well at the Fort William trials. Bob Hiscox obtained his pro standing, and Lee Blair, his amateur. Bob and Lee are the two men who assist Frank Gowley. They teach us the "do's" and "don'ts" of skiing at Lockport. Their classes are very interesting as well as beneficial and we owe a vote of thanks to the three men.

NEEDLES AND PINS!

(Continued from Page Nine)

Still Hoping?

All women have admired the rich looking bedspreads that are made by adding one crocheted motif to another. Get Miss Graham to show you a simple pattern to start on, take the work around with you in your purse. A ball of thread and a hook doesn't take up much room. Work on it at odd moments and first thing you know you have a nice item for your hope chest.

Twenty-Four

If none of these crafts appeal to you, there are still box-loom weaving, rug making, tatting. You can think up uses for these for yourself. Any one of them will give you hours of pleasure and a sense of accomplishment that no ready-made piece, however lovely, can bring.

THIRTY YEARS WITH EATON'S

1921 — 1951

Mr. John Verdiel (Shirt Factory).....February 10
Miss Mildred Klay (Shirt Factory)....February 11



Top left—Mr. Dancer (right) presents pie-eating prizes to Ian Wood and Lindy Wetham. Right—Just a coupla stuck-ups!
Lower left—Mr. Dancer wins a horse for spot dancing.

CHINA CUTS UP!

"For no good reason," says the China Department, "we decided to hold a party!" Mr. D. McPherson and Miss D. Mason were the guiding lights who organized the affair and much of the credit for the success of the evening, including the excellent prizes, is due to them.

This big event took place in Peggy's Pantry on January 31. Spot and elimination dances, door prizes and a pie-eating contest were part of the agenda, not, of course, forgetting the refreshments!

Mr. V. Dancer, supervisor, was delighted with the china horse he received as winner of the spot dance prize. Ian Wood won the pie-eating contest and not only did he get a prize, but the best part of a large lemon pie. The elimination dance prizes were won by Mr. T. Anderson and Mrs. Irene Moir. They all enjoyed their prizes, too.

The only complaint registered was "Why don't we do it more often!"

ALEXANDER AVENUE WAREHOUSE

M.O. Furniture—By D. Mattern

Glad to hear that Bob Dudley is progressing favourably after his operation. We all hope to see you back very soon.

January 31, the stork paid a visit to the home of Jimmy Aikman. He left a bouncing baby brother for Stewart, to be called Donald Robert. Their mother is the former Dorothy Trute of the M.O. Furniture Office. Congratulations to you all.

* * *

PRINTING PLANT PATTERN

By M. Torrance

We offer kind thoughts and heartfelt sympathy to Mrs. Goulet, in the loss of a brother; Mr. T. Timlick, in the loss of his grandfather; Mr. H. Gallacher, in the loss of his sister; Mr. J. Smith, a retired member of our department, in the loss of his daughter.

Welcome back to Cliff Lyons and Peter Macintyre who have been off sick for several weeks.

Cheerio also to Ida Hancock, who has been in hospital and is now convalescing at home, and to Susie Yurysti, who is ill at home. To both we wish a speedy recovery.

"Merchandising in the Electronic Era"

(Continued from Page Seven)

Two years ago there were 703 television receivers in operation in the United States, but today there are approximately 10,104,000 receivers in use.

At present there are no television stations operating in Canada. Television, however, is growing conclusively into an element of primary importance in our national economy.

The foregoing is but a condensed outline of Mr. Salton's highly interesting address which, of course, we cannot do justice to in our limited space. It was a lecture on electronics that could be listened to twice over with interest and profit.

* * *

On the program side a "thank you" to Henry Merrett for sweet music on his silvery slide trombone, accompanied by Vic Taylor.

CONTACTS' FRONT COVER

"The spring comes slowly up this way.

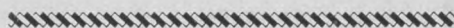
Slowly! Slowly!

A little nearer every day."

We are indebted to Mr. P. F. Morgan (Picture Framing Workroom) for this photographic gem. Mr. Morgan has captured the swift-flowing Assiniboine awakening to the call of spring.

Wedding Belles

A group of beaming brides and an equally beaming bridegroom are starting off the spring season in their new homes. Happy years ahead is the wish of all your Eaton friends as you begin this great adventure.



3—BEVERLEY WADDELL (Jewellery Repairs) and NICHOLAS DOYLE (also of Jewellery Repairs) were married at St. Mary's Church on February 1. They received a mantel radio from the department.

4—DORA SCHMIDT (M.O. Copying) was married to Len Dercom on January 20. Dora received a table and boudoir lamp as gifts from the department.

5—JOAN OLSEN (M.O. Copying) was married to Wally Murdock at the bride's home on January 27. She received a pair of boudoir lamps from the department.

6—JESSIE SMITH (Electricals) and Glen Cearns were married on January 30 at Knox Church. The department gave Jessie a Mixmaster, and a miscellaneous shower was held in her honour by the girls of the staff.

7—MARGARET STEWART (Electricals) became the bride of Alex Kirk on January 20 at Norwood Presbyterian Church. Marg was presented with a table lamp from the department, and was guest of honour at a miscellaneous shower held by the girls.

1—DOLORES ROUSSEAU (M. O. Copying) was married on January 27 at Sacred Heart Church to Al Gibbons. Dolores received woollen blankets as a gift of the department and the girls on the staff held a cup and saucer shower in her honour.

2—DOROTHY HENTELIFFE (M. O. Copying) became the bride of Bill Henteliffe at the bride's home on January 7. Dorothy received a gold satin bedspread as a gift from the department.

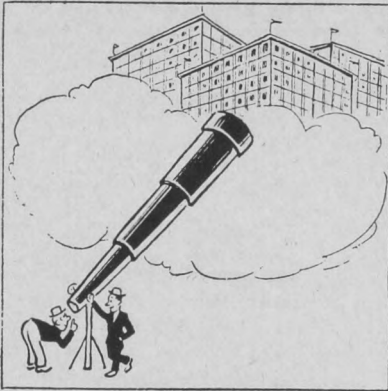
Red Flannels For the Boss

To wish him bon voyage on leaving for overseas, Mr. Graham Travers, supervisor, Men's Shoes, was presented with a suit of bright red flannel underwear "to wear when you reach London," said the card from his admiring staff. The Travers desk was also gaily decked with a large daisy "to wear the first time you see Paris," and a huge shamrock with the legend "Happy Landing at Rostrevor, Ireland"—site of the Travers ancestral home. (What, no sea-sick remedy!)

Twenty-Six



WHAT'S GOING ON-



AROUND HERE?

BASEMENT

Gloves and Lingerie

Welcome back to Cathy Woods, who has recently undergone a serious operation; and regards to Miss J. Miller, who is still away ill.

Luncheonette—By J. Sim

Our best wishes to Lorette Coutu, who left the department on January 24 to be married. Lorette received a silver comport and two pairs of crystal salt and pepper shakers as a gift from the staff.

Our good wishes to Stella Sadowski, who received a ring for that all-important finger. Good luck, Stella.

Mrs. Weibe was guest of honour at a party held at the home of Mrs. Constant on January 27. Mrs. Weibe, who is leaving to reside in Vancouver, was presented with a cameo brooch.

Foodateria

On January 17, a breakfast was held in honour of Mr. Alf Scudder, who retired January 20. Mr. G. Douglass, supervisor, presented Alf with a wallet on behalf of the staff. Mr. Scudder was with the Foodateria for 31 years and will be missed by his many friends. Good luck, Alf, and hope we will see you around.

Valerie Smith left on January 6 to be married on January 13, and Alice Stratton left on January 6, also to be married on January 13. Best wishes to you both.

A new diamond has appeared on Ruby Haggstrom's finger. It was presented by Strati Janakas. Marie Sinclair is also displaying a new diamond, this one from Bob Peters. Best wishes to all of you.

* * *

MAIN FLOOR

Notions

Colleen Bulmer is wearing a diamond presented by George Munro on December 9. Good luck, Colleen and George.

Jewellery—By T. R. Bennett

Our sympathy is offered to Mrs. M. Kendall, whose mother passed away recently.

Books and Stationery—By M. Laughton

Mr. and Mrs. Harvie Way are proud to announce the arrival of their daughter, Valerie Ann.

Regards to Leah Vincent, who has had a siege in the hospital. Hope she will be back by the time she reads this.

* * *

SECOND FLOOR

Dress Goods and Patterns

Hello to Marge Lumsden, who has been away ill for the past few weeks. Hope you will be well again soon, Marge.

Our deepest sympathy is extended to Mrs. Marge Poppele and her family on their recent bereavement.

Grace Kellock left the Company to take up residence in Vancouver. On leaving, Mr. P. E. Odell, head of department, presented Grace with a gift of jewellery from the management and staff of the Dress Goods and Pattern Departments. Best of luck, Grace.

Mrs. R. Gallaher (formerly Joyce Will) was married February 10 in the vestry at St. James' Anglican Church. Mr. P. E. Odell, head of department, presented Joyce with a wool bedthrow and pillow cases on behalf of the management and staff. The very best of luck and many good wishes for future happiness are extended to Joyce and Bobby.

* * *

THIRD FLOOR

Meat Department Tid-Bits—By Annette Derkach

It is with deep regret that we report the passing of our friend and fellow-worker, Harold Saunders. Harold was with us for eight years, and during that time he made a lot of friends in the department and throughout the whole Store. Our deepest sympathy goes out to Mrs. Saunders and the family.

Sorry to say that Harold Bentley is still away ill in the St. Boniface Hospital. Hurry and get well, Harold, because besides us, all your customers miss you and have been asking about you.

Sid Day is certainly having his tough luck this month. Why, he isn't even living at home nowadays. No, he isn't in the dog house, but both his wife and son are sick, and as his son has scarlet fever, the city health officials won't even let him get near the door. Hope everything will be all right by the time you read this, Sid.

We had another letter from Kelly, who is now in Korea. Are you sure there isn't anything there but rice fields, Kelly? All the gang say hello to you. Write again soon.

D.A. Office Chatter—By E. Landsley

We wish to extend our congratulations to Ralph Clark and Lorne Mills on their recent promotions.

We are sorry to report that Mae Hopkins is still on our sick list. Hope you'll soon be up and around, Hoppy.

Elva Campbell received the kind of a valentine that all girls dream about—a very beautiful diamond presented to El by Steve Juba. Our best wishes to you both.

CONTACTS

FOURTH FLOOR

Millinery

Our regards to Miss P. Kirkpatrick, who is recovering from an operation. Hope you will be back soon, Phyllis.

Fur Department—By E. Turner

January was an unhappy month for us, as we lost two of our staff on the 31st. Both Helen Graham and Betty Ingimundson decided to become efficiency experts and take up housekeeping and homemaking.

Our deepest sympathy to Mrs. Olive Mills, who lost her mother early in January, and to Grace Billman, who lost her mother early in February.

Never do things by twos is you can do them by threes seems to be our motto, so now in February we have Vi Glass leaving us. All the best of luck in your new venture, Vi.

Women's Dresses

The department is so shiny these days you can hardly see anything but the beaming smiles and the winking diamonds on Marguerite Purkess, who received her diamond from Wilfred Baldwin; Joyce Bjornson whose diamond was presented by Gordon Robb, and Doris Milne who received hers from Les Woodcok. Best wishes to all of you from all of us.

Beauty Shops

Marion Grymoloski surprised the staff by coming to work with a beautiful diamond. The lucky man is Don Walters, who is studying medicine. Best wishes to you both.

A shower was held for Irene VanDale on January 9 at the home of Mrs. C. Conway. Irene was presented with a lovely pair of blankets. When she was leaving the department on January 12, Irene received a steam iron from the staff. Her marriage took place at Esquimalt, B.C., to Myron Dennis Arsinych in the Queen of Peace Church.

Our sympathy is extended to Mrs. Scrivens in the loss of her mother. Mrs. Scrivens, the former May Teague, worked with us for a number of years.

Our sympathy is also offered to Mrs. Martha Klymochko, whose father passed away recently.

Doris Bradley, who celebrated her 25th anniversary on February 1, was guest of honour at a breakfast party held on January 31 in the Grill Room. Doris was presented with a set of suitcases, a corsage and a bouquet of red roses and white carnations.

Mrs. LeBlanc left us to take up housekeeping and was presented with a cut glass bowl by Mrs. M. E. Cole, head of department, on behalf of the staff. Lots of luck, Lil.

* * *

FIFTH FLOOR

Boys' Clothing

Great excitement was caused in our department recently when our Sadie Stojack came to work wearing a brand new diamond which she received from Nick Kokran. Wedding plans have not been arranged yet.

Juvenile

We have been having a lot of fun at bowling parties on Wednesday afternoons, even the new bowlers turning out good scores. Keep them rolling, Jessie.

It's good to see our Baby Shop enlarged and the extensive improvements made in the rest of the department.

Twenty-Eight

Welcome to new members of our staff, Kay Kimenko and Mrs. Johnston.

A departmental shower was held at the home of Mrs. Audrey Patrick, on January 29, in honour of Hazel Cooper, a former member of the staff.

Regards to Kay Miller, Mrs. Wells and Mrs. Coote, who have all been away ill. We hope you will be better and back soon. We are glad to hear that Mrs. Webster is home from the hospital and we hope to see her soon, too.

* * *

SIXTH FLOOR

Carpets Calling—By G. McLean

Our deepest sympathy is offered to a new member of our staff, Margaret Anderson, whose father passed away recently at Woodlands, Man.

Regards to Mrs. Purse, who has recently had a sojourn in Grace Hospital. Hope you will be back with us soon, Mrs. Purse.

Cupid's valentine bow hit Danny Miller with a bang, so Alice Charles, formerly of the Correspondence Office, has a new diamond ring. Good wishes to both of you.

Pictures, Paints and Wallpapers

Congratulations to Mr. and Mrs. Andy Connor on the birth of their son, and to Mr. and Mrs. Rod Jagger on the birth of their daughter.

It's good to see Alf Eamer back after his trip to the hospital, and also to know that Hilda Homer is making a speedy recovery after her operation.

We hope that Art Mabee will be back with us soon.

Our deepest sympathy is offered to Mrs. Gladys Boddy in the loss of her mother, and to Irene Robertson, whose father passed away recently.

* * *

SEVENTH FLOOR

Furniture Department—By E. Engel

The Christmas season brought two new diamonds into our department, one for Eileen Hoski and the other for Jackie Thompson. Good luck to both of you.

Belated wishes also go to Mrs. Lorne Ranson, formerly Mildred Friesen, who was married in December.

We had two old-timers back helping us in the busy season. It was good to see Mr. J. Couper and Mr. W. Slinger again.

Little Bright Eyes

This sweet bundle of baby is Barbara Cathleen Smith, age 7 months, granddaughter of Mrs. Beattie, of the Carpet Department.



City Budget Plan—By B. Aimer

Congratulations to our genial Mr. W. J. Thomson, who is now group manager of the D.A., Budget Plan and Contract Accounts Offices; to our jovial Mr. W. Freeman, who is now head of department; and to Mr. H. E. Shearer, our new assistant.

It was with regret that we said good-bye to Ralph Sword, who has been transferred to the M.O. Budget Plan. A warm welcome to Mr. E. G. McDonald, formerly of M.O. Budget Plan, who is now in charge of our collection staff.

Our annual office frolic was held at "The Highwayman" on the night of January 23. It was a cold and frosty night, but we capered and cavorted, threw debits and credits to the four winds, topped it off with a delicious chicken dinner and really had ourselves a time! We were especially happy to welcome Mr. R. B. T. Whitbread, supervisor, with his wife, and Mr. W. G. Thomson, head of department, and his wife. Their presence really made our evening complete.

Joan Edwards' temperature hit an all-time high of 104 when her engagement to Ed Webber was announced on January 10. Joan Fleming is third-finger left-hand conscious these days since her engagement to John Erickson on January 18. As we go to press we have to report still another engagement: that of Glenn Wood to Rita Caulley. Best wishes to you all!

Blanche Thomson was the recipient of four crystal salt and pepper shakers on her departure for Edmonton to join her husband, who has recently been transferred with his firm. Good-bye and good luck.

Best wishes for a speedy recovery to Jack Geddes, who is at present in Deer Lodge Hospital.

* * *

EIGHTH FLOOR*Women's Garment Alterations—By A. Fedorak*

Mrs. R. Skorish was presented with a beautiful Corot pin by the staff when she left us recently.

We also said good-bye to Mrs. Millie Hale, who left us to take up household duties. Millie was presented with a figurine and a Corot pin as parting gifts from the department. We are sorry to lose you both, Mrs. Skorish and Millie.

Welcome back to Miss H. Goodman, Miss C. Bristol, Mrs. J. Jones, Mrs. N. Koutz and Mrs. L. Stevens, who have been away ill. Get-well wishes are extended to Agnes Adam, who is still away.

We wish to express our deepest sympathy to a new member of our staff, Freda Muller, whose mother passed away on November 3.

Ticket Office

Lois Barker received a diamond ring as a valentine gift from Russ DeVisser, of the C.N.R. Shops. Good wishes to both of you.

Telephones

Our sympathy is offered to four members of the staff whose mothers passed away recently: Mrs. Lillian Johnson, Mrs. Ruth Dow, Mrs. Marge Lawson and Mr. Harry McIntyre.

Regards to Mrs. Isabel Owens and Mrs. Dow, who are still away ill.

Welcome back to Muriel Flockton, who has just recently returned to work following a serious operation; and to Mrs. Muriel Laurane, who was away ill with a virus pneumonia for two weeks.

* * *

ELEVATOR UPS AND DOWNS*By Agnes E. Reese*

Our congratulations to Mr. J. Ramsay, who celebrated his 25th anniversary with the Company on January 27. On behalf of the department, Mr. A. Murray, supervisor, presented Mr. Ramsay with a mantel radio and Mrs. Ramsay with a box of chocolates from the staff. Best wishes from all of us.

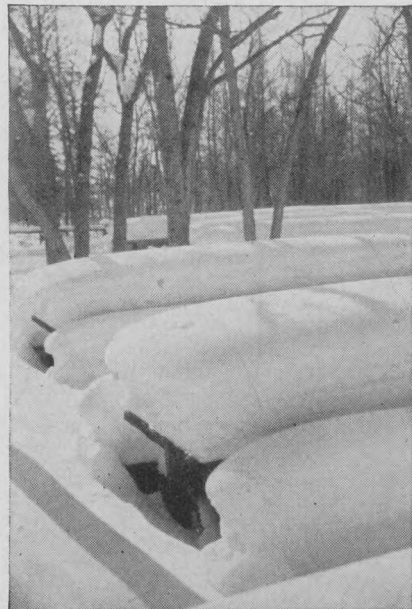
Welcome back to Phyllis Clibbery, Norah Weaver, Connie Fedora and Emily Vahle, who have been away ill.

Flora Erratt has left us to take up her household duties. The girls gave her lingerie as a remembrance of the days spent with us. Good-bye and good luck, Flo, and don't forget to call in and see us.

A speedy recovery to Joan Dowsan, who is recuperating from an appendectomy.

Arthur Boyce, too, is spending some time in the hospital. We hope your stay is not too long and that you will be back with us soon. A big hello from all your fellow workers, Art.

We are happy to report that Bobbie Burns is now convalescing at his home after spending the past few months in King Edward Hospital. Have a speedy recovery and return soon, Bob.

**Winter Rest**

The picnic tables at Kildonan Park take their winter rest nestling beneath a fleecy blanket of snow. (A prize-winning picture by Mr. P. F. Morgan, Picture Framing staff.)

IN THE MAIL BAG

BASEMENT

Box and Bag Factory—By N. Lemecha

Sorry to hear about Alf Cortens' accident. Hope you get well soon, Alf, and the best of luck to you.

* * *

SECOND FLOOR

Packing and Shipping

By C. Ridgedale and G. Burton

Congratulations to Mr. Jack Moore, who celebrated his 35th anniversary on Saturday, February 3. He received a lovely chair from the department.

Congratulations also to Mr. and Mrs. Joe Mayor on the birth of a baby boy.

We are sorry to hear that John Ferguson is in the hospital. We hope you will be back with us soon, John.

* * *

THIRD FLOOR

M.O. Budget Plan—By L. Vipond

Congratulations to the proud parents, Mr. and Mrs. George Hendrickson, who are happy to announce the birth of their son, Raymond Lawrence, January 16 at the Misericordia Hospital.

Mrs. M. Wardell left on January 27 to take up household duties. Best of luck, Marg.

We are sorry to report that Mr. M. R. Smith underwent an operation on February 10; also that Marjorie McIvor is in St. Boniface Hospital. We wish you both a speedy recovery and hope you will be back soon.

* * *

FOURTH FLOOR

M.O. Children's Shoes—By D. Webb

A romance was going on right under our very noses which finally came to light when Margaret Adshead walked in on January 25 flashing a beautiful diamond which she had received from Andy Chabun.

* * *

FIFTH FLOOR

M.O. Sporting Goods and Toys

By D. Hardiman and J. McNiven

Welcome back to Jack Stocks after a lengthy illness. Hope that you will be O.K. from now on, Jack.

We are also glad to report that Ronnie Ford is out of the hospital, though he is still confined to his bed at home. We hope to see you back at work soon, Ron.

Glad to hear that Betty Debenham is out of the hospital and on the way to recovery.

M.O. Draperies—By R. Prynn

A big dark secret came to light the other day when Helen Friesen came in wearing a beautiful diamond. Best wishes, Helen.

M.O. Electricals—By M. Doolan

Alex Maltman, a new member of the workroom staff, has been in Deer Lodge Hospital for several weeks. We sincerely wish him a speedy recovery and hope that he will soon be back in our midst.

Thirty

A welcome addition to the Churcher family at Christmas was a new young son, Robert Allan, born at Grace Hospital on December 20. Congratulations, Allan and Isabel.

* * *

SIXTH FLOOR

Jewellery Repairs—By M. Hoover

In honour of the bride and groom in our department, Beverley Waddell and Nicholas Doyle, the staff gathered Wednesday morning, January 31, to present them with a gift—a lovely mantel radio. Mr. A. Olafson, assistant, made the presentation to the happy couple, who were married in St. Mary's Cathedral February 1. Best of luck, Bev and Nick.

We are sorry to learn of the passing of Mr. J. Russell's mother in Aberdeen, Scotland, in December.

Glad to welcome some new members to our staff: Misses Case, Lowe and Dudych, and Mr. L. Cousins. We trust their stay with us will be pleasant.

M.O. Men's Clothing—By E. Paget

A house-warming party at the lovely new home of Mr. and Mrs. T. Bennett, Moorgate Boulevard, was held February 2 by the staff and friends of the department. Highlighting the evening was the presentation by Mr. J. McCay, head of department, of a beautiful torchiere lamp to Bill Johnston, who celebrated his 35th anniversary with the Company. Mrs. Johnston received a corsage of carnations. The evening, spent in games and dancing, was finished off with a delightful supper. Thank you very much, Mr. and Mrs. Bennett, for your kindness and hospitality.

February 8 was a very special day in the life of Bill Johnston, the occasion being his 35th anniversary with the Company. A continual stream of friends dropped around that day to offer congratulations and handshakes. Congratulations to a very young old-timer.

Jeanne Remillard was the recipient of a beautiful diamond ring. The lucky man is Louis Deniset. Wedding bells will ring in the early spring. Best wishes, Jeanne.

Stan Smith, of the "Twenty-Niners" bowling team, recently showed the way with a lovely game of 375. Nice going, Smitty, show us some more!

M.O. Linens

The deepest sympathy of our department is extended to Mrs. T. Johnston and family on the death of Mr. Tom Johnston, an employee of the Mail Order Staples for 44 years. Mr. Johnston retired on January 14, 1950, and was a well-loved and conscientious member of the staff through the years.

Dress Goods—By M. Middleton

We have several people away ill. Winnie Crowston is recuperating in the Misericordia Hospital after an operation. She says to thank her many friends for the flowers and well wishes sent to her.

Mary Slusarenko, softball pitcher for the "Imps," is getting in shape for the spring season by having a tonsilectomy.

Lena Kosowan is back at work after a trip to Toronto.

We are glad to say that Betty Stratton's mother is improving after her recent operation.

Our department was well represented at Eaton's Valentine Dance, and from all reports it was a wonderful evening.

* * *

SEVENTH FLOOR

Women's Dresses—By R. Hodgson

Our staff went hiking on the evening of January 26, when two of the boys saw to it that we had a "snowy" time. We ended up at the Sturgeon Creek Community Club where refreshments were served.

M.O. Lingerie—By B. Nash

A farewell presentation of luggage was made to Marguerite Jourdain, on January 24, when she left the department. We all wish you success in your new venture, Marguerite.

Our department was well represented at the Eaton Valentine Dance. From various reports, the evening was a great success.

M.O. Juvenile and Women's Sportswear

By M. Pariseau and J. Johnston

Lucille Pariseau was the recipient of a lovely pair of blankets when she left on January 27 to be married. Best wishes to you, Lucille.

We are pleased to welcome Mr. N. McDonald to the M.O. Juvenile Department as assistant.

The sympathy of the department is extended to Betty Smith in the loss of her father on February 5.

Honours were bestowed upon Mr. Stronach on the occasion of his retirement, January 20. Mr. A. B. Keeley, supervisor, on behalf of the department, presented Mr. Stronach with a mantel radio so that he might enjoy his leisure hours. Another memento was a dressing gown, the gift of the Juvenile and Girls' Clothing Departments, where Mr. Stronach was head of department for many years. During his 35 years with the Company, Mr. Stronach gained many friends, as evidenced by the host of callers who came to wish him the best in his future years.

Garment Factory—By A. Kirkby

Congratulations to John Verdiel and Mildred Klay, who celebrated 30 years with the Company on February 10 and 11. John was presented with a lovely coffee table from the department, and Mildred received lingerie.

We are pleased to report that Mr. Jackson is making good progress after his operation, and we hope to see him back soon.

Welcome back to Mary Klos, who has been absent for several weeks on account of illness.

Our condolences to Charles Holden, whose father passed away in January.

Julie Sabblut is still away ill and we wish her a speedy recovery.

* * *

EIGHTH FLOOR

M.O. Complaints—By J. Baynes

Phyllis Johnson said she would be Kurt Sjolander's valentine, so came to work with a beautiful diamond on that left finger. Best wishes for all happiness to you both from us all.

M.O. Cashiers

Belated congratulations go out to Joan Boyd on her engagement.

We were happy to have Edith Valentine, who has been ill, visit us before leaving for Saskatchewan with her family.

Congratulations are in order for Mrs. MacDonald (Edith Perkins) on the birth of a baby boy.

We are sorry to hear of the illness of Pauline Salvason. Hurry to get well, we all miss you.

Photo Workroom

Presentation of a pair of opera glasses was made to Betty Mutch, who recently left the department.

M.O. Copying—By D. Hunt

Get-well wishes are extended to Lil Greenberg, who is recuperating from a recent operation. Hope to see you back at work soon, Lil.

Our best wishes to Frances Rodgers, who is wearing a beautiful diamond.

M.O. Advertising—By C. Greenwood

The flu bug has been working overtime in our department. Doris Wood is back with us after a siege of it; Jean Paterson was also a victim, and Mr. Smith is still away ill.

M.O. Salesroom, Files and Correspondence

By G. Brownlee and L. Louch

Wishes for a speedy recovery go out to Alice Hill and Audrey Ripley. Hope to see you back at work soon.

Glad to see the following girls back: Lorraine Fontaine, Dorothy Smith, Doreen Dupuis, Eileen Beck, Mary Sadleir and Daisy Oliver.

Good luck and best wishes to Elaine Addy, who became the bride of E. Terry. She received linen from the department and girls.

Deepest sympathy is extended to Elvia Beresford on the loss of her brother, Clifton, aged 7, who died suddenly on February 13.

A surprise hit the Correspondence Department when Marie Rinella received a long distance phone call from the one and only in Biloxi, Mississippi, wishing her a happy birthday.

M.O. Exchanges—By M. Davies

Our sincere sympathy is extended to Gudrun France, whose father passed away on January 15.

Orchids to Mary Coates, who received a lovely diamond on St. Valentine's Day, and congratulations to the lucky man, Peter Riopka.

M.O. Complaints

A warm welcome is extended to a new member, Mr. Bob Ballentyne, for many years on the staff of M.O. Packing. We hope his stay with us will be a long and happy one.

Jack Day left, February 17, for his quarter-century holiday. He plans a wonderful trip to California via Dallas, with two weeks in Hollywood—watch those movie stars, Jack!—and two or three weeks in La Jolla. We hope you have the best of weather and look forward to hearing all about your trip on your return.

Sincere sympathy is extended to Cecile Fredette and family on the loss of her father, and to Marge Rogan and family on the loss of their uncle.

We were all deeply grieved and shocked by the sudden passing of C. E. (Cass) Skelly on February 2. His friendly manner and kindly ways will be missed by all who knew him.

IN THE MAIL BAG

(Continued from Page Thirty-One)

Another old friend who will be greatly missed is Sammy Murphy, who died in Misericordia Hospital on Sunday, February 11, after a lengthy illness.

Our sincere sympathy is extended to the relatives of both Cass Skelly and Sammy Murphy.

M.O. Correspondence—By June deGagne

The "Sweethearts' Dance" was truly a great success and we all enjoyed ourselves tripping the light fantastic. Everyone in our department attended the affair, if not in body at least in spirit.

Lillian Crocker left us on February 3 and will be married this month in Kingston, Ontario. The lucky man is John Morton. Congratulations, John, and best wishes for a happy future to you both.

* * *

NINTH FLOOR

M.O. Jewellery—By N. Robson and J. Farr

We are pleased to welcome a new member to our staff, Doreen Wicklund, formerly of M.O. Packing.

M.O. Candy Factory—By L. Waite

Our sincere sympathy is extended to Hugh Keilor in the loss of his father on February 11.

Men's Furnishings—By D. Dee

We are glad to report that Mr. L. Cleve, head of department, is now feeling all right again after the shake-up and bruised ribs he suffered when the train in which he was travelling to Montreal had a collision.

Saturday afternoon, February 3, our department held its third annual bowling tournament for the Bob Eaton trophy. Mr. J. Orr, assistant, started things rolling with the first ball, after which members of each team really kept them rolling. "Front Seats" were the winning team. Nellie Freeman had the high score for the women, and Fred Winters, the men's. Refreshments were served afterwards at the Blackstone. Thank you to Frank Thompson for organizing this afternoon of fun.

Our best wishes to Yvette Desorcy, who left recently to be married. Mr. G. Firth, assistant, presented Yvette with glassware as a gift from the department.

Several members of our staff have been away ill. We are glad to see Hazel McLaughlin and Edna Gillis back, and hope Alan Matheson will soon be on the job again.

It was nice having Messrs. Smith, Bewick, Goodman and Quayle, former members of our staff, now retired, back with us for the busy season. Thanks for a good job.

In Memoriam

We extend sincere sympathy to those members of the staff who recently suffered bereavements

In the Loss of a Father

MISS M. FORD (M.O. Packing)
MRS. H. HELLAND (M.O. Salesroom)
MRS. G. FRANCE (M.O. Exchanges)
MRS. M. KLYMOCHOKO (Beauty Shops)
MISS C. FREDETTE (M.O. Complaints)
MISS E. HUKKANEN (Women's Sports-wear)
MR. D. KIRKLAND (Customers' Decorating)
MR. CHARLES HOLDEN (Fur Storage)
MR. E. JOHNSTON (Men's Furnishings)
MR. A. JOHNSTON (M.O. Boys' Clothing)
MR. J. BAY (Shoe Repairs)
MISS B. SMITH (M.O. Girls' Clothing)
MISS M. ANDERSON (Carpets)
MRS. K. PAINTING (M.O. Hardware)
MRS. N. BOLTON (M.O. Handkerchiefs)
MR. G. DOVER (Caretaking)
MISS T. McDOUGALL (Budget Plan)
MR. H. KEILLOR (Candy Factory)

In the Loss of a Sister

MRS. A. HUGHES (Fancy Goods)
MR. H. GALLACHER (Printing)

In the Loss of an Infant Daughter

MR. A. L. CURTIS (Contract Sales)

In the Loss of a Step-Mother

MRS. ROSE HRYNCHUCK (M.O. Dress Goods)

In the Loss of a Mother

MISS E. DURAND (M.O. Copying)
MISS E. HUKKANEN (Women's Sports-wear)
MR. B. MAUGHAN (Drugs and Perfumes)
MRS. L. VARLOW (M.O. Women's Sportswear)
MR. H. McAMMOND (Customs and Traffic)
MR. J. RUSE (Customers' Decorating)
MR. H. McINTYRE (Telephones)
MR. W. DICKSON (Shopping Card)
MR. W. WARKENTIN (M.O. Packing)
MR. J. RUSSELL (Jewellery Repairs)
MRS. D. McCARTNEY (China)
MRS. M. LAWSON (Telephones)
MRS. R. DOW (Telephones)
MISS G. BILLMAN (Women's Furs)
MRS. G. BRODDY (Pictures and Paints)
MRS. JOHN JENKINS (Secretarial Office)
MRS. L. KENDALL (Jewellery)
MR. J. G. MURRAY (Laces and Handkerchiefs)
MISS S. DAEN (Gloves and Hosiery)

In the Loss of a Brother

MR. F. LATTER (Furniture Stock Room)
MR. HUGH McDONALD (Freight Transport)
MISS S. MONKMAN (M.O. Drugs)
MRS. B. GOULET (Printing)

Journey's End

CASPER E. SKELLY

The sudden passing of Casper E. Skelly on Friday, February 2, was a shock to his associates in the M.O. Claims as well as his many friends throughout Eaton's and over the province. "Cass," as he was generally known, was born at Tottenham, Ont., 53 years ago. He joined the forces during World War I, after which he became an Eatonian on August 19, 1919.

He was first employed in the M.O. Complaints Department and later transferred to the Post Office section of the M.O. Claims.

Big in heart as in stature, Cass, who was an active member of St. Mary's Cathedral Parish, was keenly interested in all sporting activities. His was a warm, friendly personality, and to meet him was to like him at once.

Said his department management, "Cass's kindly nature and willingness to serve others has made close friendships within our Company as well as among postal employees."

Surviving are his wife, Mabel, two sisters, Mrs. F. W. Cail and Mrs. F. D. Cassin, Winnipeg, two brothers, Richard P., of Brandon, and Lawrence W., of Winnipeg. To them goes the heartfelt sympathy of all ranks.



SAMUEL MURPHY

It is with deep regret that we report the death of another old friend and Mail Order Eatonian, Samuel Murphy, who passed away on February 11 in the Misericordia Hospital.

Born at Newtownards Road, Belfast, Ireland, Sam was 61 years of age and had been with Eaton's for over 38 years. A member of the M.O. Adjusting, Mr. Murphy was highly regarded by his management as a loyal and most co-operative employee. Friends, too, over the Winnipeg Store and Mail Order, will miss the cheery little Irishman's warm smile and his rich brogue.

Sam was a bachelor and surviving is a brother, David, in Ireland, to whom is extended our deepest sympathy. Funeral service was conducted by the Rev. Burton Thomas, of St. Matthew's Anglican Church, and Mr. Murphy was laid to rest in Brookside Cemetery.



HAROLD SAUNDERS

A member of our Meat Department for the past nine years, Harold Saunders passed away on Wednesday, January 31. He was 57.

Born in MacGregor, Man., before coming to Eaton's he was engaged in the butcher business at Sidney, Man. Harold was of a sunny disposition and made friends readily.

Our sincere sympathy is extended to his widow, Myrtle; two daughters, Mrs. Joseph Graham, Carberry, and Mrs. William Edgson, Watson Lake, Yukon, and three grandchildren. Mr. Saunders was laid to rest at Carberry following services at the United Church.

TOM JOHNSTON

A great many Eatonians, especially around the Mail Order, will recall with affection "Big Tom" Johnston, formerly with the M.O. Staples. Tom passed away suddenly on January 26. He was 68 and had retired from active duty on January 14, 1950, after 44 years with the Company.

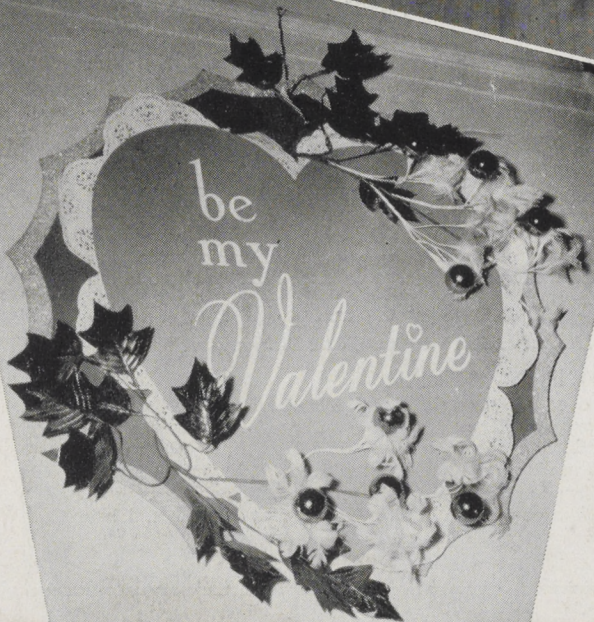
A big, handsome Irishman who towered over his fellow men, Tom Johnston was ever gentle and kindly. He was also willing and eager to do more than his share of the work of his department.

Our deepest sympathy is extended to his widow and sons Albert, with the Boys' Clothing, M.O.; Edward, with the Men's Furnishings, Store, and Dick, on the Winnipeg Heating Co.'s staff.

CHARLES STEELE

A member of the Eaton staff for over 30 years, Charles Steele of the Picture Framing Workroom, passed away on January 29 after a long illness. He retired in September, 1950. Mr. Steele was born in Ayrshire, Scotland, and came to Canada 44 years ago. He served overseas with the 27th Battalion, C.E.F., during the first world war.

Our most sincere sympathy is offered to his wife, Christina Anne, his son, Lawrence, Winnipeg; two brothers, James, Winnipeg, and Thomas H., Vancouver; and a sister, Margaret, Winnipeg, who survive.



2,000
Eatonians
Attend
St. Valentine's
DANCE

(See Pages Sixteen and Seventeen)

T. EATON CO.
WINNIPEG LIMITED
CANADA